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designer update

DOROTHY LEE DESIGNS BY THE NUMBERS



"I think there are a lot of girls who want beautiful, well-made, detail-driven clothes, you know, girls who totally get it," says L.A.-based designer Dorothy Lee. "But out of those, there's a certain percentage that's going to look at a price tag and go, no. I wanted to make a brand for those girls." Figuring that there was a market to be serviced, the onetime statistics major launched her eponymous label for fall '07, putting her numbers fluency to use in the service of keeping costs low enough to make girlish frocks and separates that look a lot more expensive than they are. "Sometimes it's about making smart fabric choices, and sometimes it's just about figuring out how to tell a story with one significant detail," explains Lee, who goes on to note that her design and business discipline combined have already allowed her to break even on her brand. How's that for good stats?

—*Maya Singer*

Photo: Courtesy of Dorothy Lee

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